

AMENDMENTS TO THE SPECIFICATION

Please replace paragraph [0068] at page 24 with the following rewritten paragraph:

[0068] With respect to data aggregation and segmentation, in accordance with [[a]] an example embodiment of the present invention, the data received from UCS 38 are transmitted from information processor 11. The data are then transmitted to information processor 12, and then analyzed with other data sources, such as sales representative performance data, learning systems data, tenure data, and interactions with the support environment. Data are received, for example, from technical support sources, demographic data sources, sales representative performance data sources, sales contact data sources and are received from a plurality of systems and stored in the data warehouse.

Please replace paragraph [0087] at page 30 with the following rewritten paragraph:

[0087] The dimensional entities illustrated in Fig. 8 represent sources of information to be aggregated during the dimensional data model process. Moreover, performance measures with respect to each of the dimensional entities shown in Fig. 8 are defined and integrated into the data model. Examples of performance measures include but are not limited to aggregate measures (including snapshot sums and rolling sums), calculated and derived values (including compound calculations, cycle times, scores and segment bands including contribution percents, rankings, differences, multiplicative products and sums), qualities (including non-additive numeric or text fields identifying a flag or status condition such as price, current, etc.), quantities (such as counts, dollars and units) and time-based information (including current, period-to-date, rolling, this period versus prior period and the like). By incorporating performance measures into the model, the performance of a sales force can be extrapolated and presented in meaningful ways. Performance measures are derived and provided by clients and incorporated as a data source into the data warehouse model.

Please replace paragraph [0090] at page 31 with the following rewritten paragraph:

[0090] The statistical analysis procedures of the present invention preferably return outputs from a defined set of inputs, such as those shown in Fig. ~~[[5]]~~5A. The outputs are statistical analyses that provide insights, via visual representations, about the performance of a sales force operating in a CRM/SFA environment. Such modeling enables users to determine which business practices are effective and which are not. Further, improved future planning is possible by studying the representations provided by the data modeling. The statistical output is then brought into the dimensional model. An example physical dimensional model for receiving output provided by statistical analyses of the present invention is shown in Fig. 8A.